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FOOD INFORMATION CALENDAR

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INFORMATION DOES THE TRICK

Joint campaigning for goals by AAA and the Army has brought rich results in Michigan, where bean and sugar beet goals come big. Representatives of the Quartermaster Corps and state AAA committeemen began a tour of the state on May 17. Twenty-three rallies were held in three days. State police escorting the caravan estimated 35,000 to 40,000 persons attended the rallies. But it's the results that count -- and here they are:

IN THREE DAYS OF CAMPAIGNING, MICHIGAN FARMERS PLEDGED TO GROW 70,000 MORE ACRES OF DRY EDIBLE BEANS AND TO PLANT 12,000 to 15,000 MORE ACRES OF SUGAR BEETS!

Three teams are on tour, consisting of Army personnel and equipment, AAA committeemen, and four wounded veterans home from the front. Local citizens cooperate. In most places, high school bands pipe the caravan into town.

Army men tell why the farmer is a production soldier. Wounded soldiers tell how farmers fight for freedom. Farmers tell what needs are for beans and sugar beets. Then pledge cards are passed to farmers in the audience. We're told that once farmers hear why, how, and what, they need no urging to make a pledge. They ask for cards!

Calendars for April 24 and February 6 told how to get Army help in every state. So write your own info success story!

There's a moral -- or rather three -- in this report. Moral #1: If the message gets to farmers, they'll do the rest. Moral #2: There's no force like facts. Moral #3: Information can do the trick!

MAKING THE MEAT PROGRAM WORK

With the declaration that "the meat situation is critical," the War Food Memo dated May 15 orders establishment of state meat marketing supervisors, area meat marketing supervisors and county War Meat Committees.

Each of these supervisors and committees will have information duties designed to obtain wide understanding of reasons for the program, to explain its operations, to obtain compliance. Details of plans for handling info aspects are expected to come soon.

For further developments on black markets, see the next page.

NEW SLANT ON BLACK MARKETS

WHO'S BLACK? A supplementary campaign handbook on black markets is ready for distribution to WBs, Extension editors and others. It gives a revised approach to the black market problem, adds info aids for attacking black markets in butter and poultry, as well as in meat.

The new slant is based on field reports revealing the average civilian is relatively ignorant of the fact that her own butcher may be linked to the black market and that she, too, may abet it by accepting favors, misusing ration stamps, paying overceiling prices. Key idea is that the black market is the sum total of many relatively small-scale violations.

BLACK BUTTER Country-churned butter, the handbook points out, is the main headache in the butter black market. Farmers must know why they should collect 8 points for every pound sold, consumers must understand the patriotic necessity for paying 8 points for every pound.

BLACK POULTRY Main weapon against the poultry black market is the area poultry price ceiling. Farmers must know how to detect the black market, understand new poultry classifications and ceilings, understand the need for control. Consumers must know about ceilings, how ceilings can lick the black market, why it must be licked.

TEST FOR BLACK MARKETEERS

Here's sound advice for every farmer who's anxious to keep his livestock in the white market and away from the black.

If the prospective buyer wasn't a regular customer for the farmer before the war, the farmer should ask to see his dealer permit.

If he can't show one, he's a lawbreaker. And that's that.

'HOW DO I GET A COOKER?' That's a question heard more and more frequently, says WB Memo 351 Info 69. Since county WBs are responsible for rationing pressure cookers, info must reach both farm and non-farm audiences. The memo summarizes background on rationing procedure, takes note that it will be mid-summer before cookers are available in any appreciable numbers. Get info spread around on this topic.

PLEDGE TO BUTTER PRODUCERS

WFA today promised to make good on last December's pledge to support wholesale butter prices at levels equivalent to 46 cents a pound, Chicago basis, until June 30, 1944. See USDA Press Release 2419-43.

This announcement answers queries of butter producers who feared OPA's retail price roll back program might mean lower prices for them. It's good news and should be told through all channels to encourage maintaining high production.

TEAMWORK FOR THE CROP CORPS

Since the need for recruiting farm labor varies area by area, season by season, careful coordination of all info activities on the U.S. Crop Corps program is a "must" for effective action.

At the state level, Crop Corps info jobs should be cleared with the State Extension editor. At the county level, the county agricultural agent will do the coordinating.

This principle is being applied to all the many agencies and organizations working for success of the labor program. In every instance, they are advised to check plans with state or county Extension offices to make sure their efforts gear with local needs. Food Info Series 3, "Mobilizing the Community for Farm Work," is now being processed for wide distribution among cooperating groups. It stresses the need for coordination through Extension facilities.

- - -FACTS BEHIND FOOD- -

"Whys" of food rationing, commodity shortages, and food regulations are usually told well once. But changes show up, new problems arise, new regulations appear. And the "why" is quickly forgotten.

To tell the background again and again -- in terms of new conditions -- USDA and OWI are planning a series of news stories dealing with specific commodities and problems. They will bring the situation up to date, show causes, explain actions. Present plans are to release two such stories weekly. Subjects scheduled include potatoes, meat, butter, cheese, fats and oils, ice cream, milk, cream, fresh vegetables, eggs, bread, canned foods.

OWI and USDA will give these stories full play through all info channels. Field info workers are asked to rework them for local use, using appropriate regional angles. Objective is fuller understanding of the food management program.

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PULLING FOR MILK Need some help in promoting the 8-point program (see last week's Calendar) for more milk production? WBs have background material and info helps in the "Milk Is Might" handbook which went out a month ago. Dust it off and you'll find suggested ad layouts, envelope stuffers, mats, copy angles.

OCD COOPERATION War information centers are being set up in many cities by civilian defense councils. USDA is supplying a kit of six Agricultural War Information leaflets for display at each center. Franked order blanks go along to handle requests for copies. AWI items of interest to non-farm folks are selected, more titles may be added later.

INFO AIRINGS How to get the most from the family food ration will be the topic for the May 29 Consumer Time broadcast (NBC, 12:15 p.m. EWT). On request, listeners will get a useful food conservation guide.

The week's Farm and Home Hour schedule: "The Workers Are Willing" and "Weeds vs. Vegetables," Monday, May 24; "Reducing Turkey Losses" and "Vitamins the Vegetable Way," Tuesday, May 25; Secretary Wickard, "Farm Debt Payments" Wednesday, May 26; "Dividing Up the Food Supplies," Thursday, May 27; "How Food Regulations Affect the Farm Family," Friday, May 28.